Persuasive Communicator™, Managing Performance and Innovative Decision Making, a Combined Approach

Samsung Data Systems is one of the top-ten electronics manufacturers in the world and an acknowledged leader in the digital convergence revolution. Samsung Data Systems in Korea has 660 employees working in the System Integrating and IT consulting field.

Samsung Data Systems realized they were competing in a very aggressive and extremely innovative market. Samsung Data Systems recognized the need to maintain and improve their highly competitive and productive organizations to sustain growth in the electronic manufacturing market. Samsung Data Systems analysed management's core competencies and distinguished 8 key management characteristics that would facilitate effective leadership. Samsung Data Systems listed managements required characteristics that included: Innovative, Mediator, Mentor, Facilitator, Director, Producer, Coordinator, and Monitor. Understanding the key management characteristics was the first part of the organization project, Samsung Data Systems needed to teach and train these key characteristics to managers within Samsung's organization. Samsung Data Systems goal was to be one of the world's top ten IT companies, and minimize their high turnover rates.

Persona's partner, Korea Performance Center, implemented *Persona*'s Persuasive Communicator™, Managing Performance and Creative Decision Making methodologies within Samsung Data Systems management. The Persuasive Communicator™ instrumentation was used to show managers how to coordinate more effectively in their workplaces. The Managing Performance training was used to help managers and their responsible teams be more productive, and the Innovative Decision Making training also played a role in building an increased awareness for managers and necessary skills for them to monitor and make decisions.

Ever since the methodologies were implemented, Samsung Data Systems Korea has been able to employ and maintain the highest percentage of internationally certified employees (89%). Employees reported being happier and Samsung Data Systems reduced employee turnover by 50%. Sales and productivity continue to increase. In 2002 Samsung Data Systems was nominated 4th in Asia Pacific S & P 500 Companies. Samsung Data Systems was ranked 38th among the world's top 500 S & P Companies a considerable increase as they were ranked 44th in the world in 2000.